

Florida

America's Winter Home



Wonderful Opportunity for Manufacturers

Sell your manufactured goods in the South. You can meet competition better on account of lower freight rates, and because it costs less to travel and to sell goods at home. Above all, manufacturers ought to intensify in the territory near-by. It is often found that they do not work their own territory as intensively as possible.

One of the states where business is good and where trademarked articles can be advertised and sold readily, is Florida.

Easy to Sell Goods in Florida

Florida is one of our fastest-growing Southern States. Thousands of people are moving there every year, and so many wealthy people go to Florida in winter that probably the richest group of people in the country live there during that season.

Aside from its attractions as a winter resort, with its hundreds of big hotels and miles of beach along the Atlantic and Gulf Coasts, many other things add to the wealth and prosperity of Florida. Of course it is famous for its oranges, grapefruit, limes, pineapples, figs, grapes, and other semi-tropical fruits. A large amount of pecans are raised in Florida. Garden vegetables and melons are produced there in large quantities for the Northern market. Large numbers of cattle are raised in Florida, as they require little care. There are immense deposits of phosphate rock which furnish material for large fertilizer industries. Sponges are found on the coast. The naval stores market of the world is made in Jacksonville, where the yards contain the greatest amount of naval stores at any point in the world. Pine lumber, ship timber, tar, cotton-seed oil and cake, are important Florida products. Fresh and salt-water fish form the basis of a large commercial industry of this State. Jacksonville is one of the greatest distributing centers of the South.

How Many of These Florida Dealers Do You Sell?

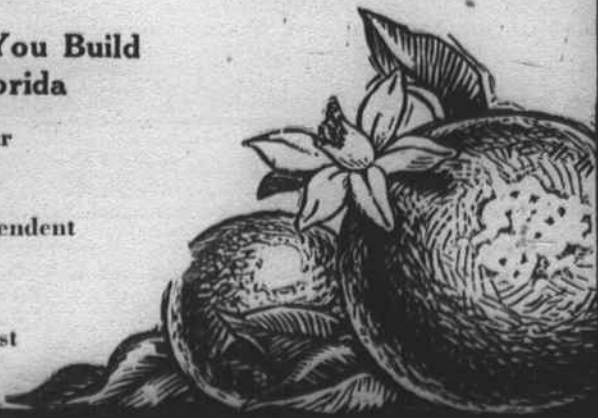
General Stores	2,500
Grocers	3,250
Drug Stores	651
Hardware Stores	255
Auto Dealers	1,210
Book and Stationery Dealers	306
Clothing Stores	217
Confectioners	442
Department Stores	57
Dry Goods Stores	624
Electrical Supplies	192
Furniture Stores	573
Jewelers	221
Shoe Stores	478

Statistics

Population (1920)	968,470
<i>(Now, more than 1,100,000)</i>	
Area in sq. mi.	54,681
Farms	54,005
<i>(U. S. Census 1920)</i>	
Post Offices	567
<i>(U. S. Postal Guide 1920)</i>	
Miles of rural roads	17,995
<i>(Office of Public Roads 1919)</i>	
Miles of improved roads	7,500
<i>(2,500 additional under improvement)</i>	
Miles of R. R. lines	5,299
<i>(Interstate Commerce Commission 1922)</i>	
Automobiles and trucks	136,964
Telephones	100,000
<i>(Report Fla. Mgr. So. Bell Tel. & Tel. Co. 1924)</i>	
Electrically wired houses	67,000
<i>(Electric World Survey 1920)</i>	
Banks	275

These Newspapers Will Help You Build Your Business Bigger in Florida

Deland News	Orlando Reporter Star
Fort Myers Press	Palm Beach News
Gainesville Sun	St. Augustine Record
Jacksonville Journal	St. Petersburg Independent
Jacksonville Times Union	St. Petersburg Times
Lakeland Star-Telegram	Tampa Times
Miami Herald	Tampa Tribune
Miami News-Metropolis	West Palm Beach Post
Orlando Morning Sentinel	



The South is Your Best Market